FORM D 04037516

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

FORM D

NOTICE OF SALE OF SECURITIES PURSUANT TO REGULATION D, SECTION 4(6), AND/OR UNIFORM LIMITED OFFERING EXEMPTION

12332	58							
OMB APP	ROVAL							
OMB Number:	3235-0076							
Expires:	May 31, 2005							
Estimated average burden								
hours per response	1							

SEC USE ONLY								
Prefix	Serial							
DATE RECEIVED								

Name of Offering (check if this is an amendment and name has changed, and indicate change.) Sale of Series A Convertible Preferred Stock	
Filing Under (Check box(es) that apply): Rule 504 Rule 505 Rule 506	☐ Section 4(6) / SULOE
Type of Filing: New Filing Amendment	
A. BASIC IDENTIFICATION DATA	RECEIVED
Enter the information requested about the issuer	
Name of Issuer (check if this is an amendment and name has changed, and indicate change.) Direct Mail Holdings, Inc.	JUN. 1 % 2004
Address of Executive Offices (Number and Street, City, State, Zip Code) 820 Bear Tavern Road, Suite 100, Trenton, NJ 08628	elephone Number (Including Area Code) 856-241-9400
Address of Principal Business Operations (Number and Street, City, State, Zip Code) (if different from Executive Offices)	elephone Number (Including Area Code)
Brief Description of Business	A -
WF Holdings, Inc. is a holding company.	other (please specify): JUL 19 2004
Type of Business Organization	
□ corporation □ limited partnership, already formed □ business trust □ limited partnership, to be formed	other (please specify):
Actual or Estimated Date of Incorporation or Organization: Month	Actual ☐ Estimated
GENERAL INSTRUCTIONS	<u> </u>
Federal: Who Must File: All issuers making an offering of securities in reliance on an exemption under Regular 15 U.S.C. 77d(6).	tion D or Section 4(6), 17 CFR 230.501 et seq. or
When to File: A notice must be filed no later than 15 days after the first sale of securities in the offering Securities and Exchange Commission (SEC) on the earlier of the date it is received by the SEC at the after the date on which it is due, on the date it was mailed by United States registered or certified mail	address given below or, if received at that address
Where to File: U.S. Securities and Exchange Commission, 450 Fifth Street, N.W., Washington, D.C.	20549
Copies Required: Five (5) copies of this notice must be filed with the SEC, one of which must be man must be photocopies of the manually signed copy or bear typed or printed signatures.	nually signed. Any copies not manually signed
Information Required: A new filing must contain all information requested. Amendments need only r changes thereto, the information requested in Part C, and any material changes from the information properties and the properties of the properties	
Filing Fee: There is no federal filing fee.	
State: This notice shall be used to indicate reliance on the Uniform Limited Offering Exemption (ULOE) for ULOE and that have adopted this form. Issuers relying on ULOE must file a separate notice with the are to be, or have been made. If a state requires the payment of a fee as a precondition to the claim for accompany this form. This notice shall be filed in the appropriate states in accordance with state law. this notice and must be completed.	Securities Administrator in each state where sales r the exemption, a fee in the proper amount shall

ATTENTION-

Failure to file notice in the appropriate states will not result in a loss of the federal exemption. Conversely, failure to file the appropriate federal notice will not result in a loss of an available state exemption unless such exemption is predicated on the filing of a federal notice.

SEC 1972 (6-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

1 of 9

		A. BASIC IDENTI	FICATION DATA		
2. Enter the information requ	ested for the followi	ing:			
• Each promoter of the is	suer, if the issuer ha	s been organized within the	past five years;		
 Each beneficial owner lissuer; 	naving the power to	vote or dispose, or direct th	e vote or disposition of, 10%	or more of a class	s of equity securities of the
Each executive officer :	and director of corpo	orate issuers and of corpora	te general and managing part	ners of partnership	issuers; and
 Each general and mana 	ging partner of partr	ership issuers.			
Check Box(es) that Apply:	Promoter	Beneficial Owner	☐ Executive Officer	☑ Director	General and/or Managing Partner
Full Name (Last name first, if	individual)				
Yort, W. Montague					
Business or Residence Addres	s (Number and Stree	et, City, State, Zip Code)			
c/o Schroder Venture	e Partners, 540 N	Madison Avenue, New	York, NY 10022		
Check Box(es) that Apply:	Promoter	☐ Beneficial Owner	☐ Executive Officer	☑ Director	General and/or Managing Partner
Full Name (Last name first, if	individual)				
Gaspar, Andrew					
Business or Residence Addres	s (Number and Stree	et, City, State, Zip Code)			
c/o Schroder Venture	e Partners, 540 N	Madison Avenue, New	York, NY 10022		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner	☐ Executive Officer	☑ Director	General and/or Managing Partner
Full Name (Last name first, if	individual)				
Cochran, John					
Business or Residence Addres	s (Number and Stree	et, City, State, Zip Code)			
c/o Schroder Venture	e Partners, 540 N	Madison Avenue, New	York, NY 10022		
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner	Executive Officer	☑ Director	General and/or Managing Partner
Full Name (Last name first, if	individual)				
Sherwin, Theodore					
Business or Residence Addres	s (Number and Stree	et, City, State, Zip Code)			
338 The Great Road	, Princeton, NJ (08540			
Check Box(es) that Apply:	☐ Promoter	Beneficial Owner		☑ Director	General and/or Managing Partner
Full Name (Last name first, if	individual)			,	
Ortiz, Manuel A.		·		·	
Business or Residence Addres	s (Number and Stree	et, City, State, Zip Code)			
c/o Direct Group, LI	C, 820 Bear Ta	vern Road, Suite 100,	Trenton, NJ 08628		·
Check Box(es) that Apply:	☐ Promoter	☐ Beneficial Owner	☑ Executive Officer	☐ Director	☐ General and/or Managing Partner
Full Name (Last name first, if	individual)				
Dolan, Mike					
Business or Residence Addres					
c/o Direct Group, LI	C, 820 Bear Ta	vern Road, Suite 100,	Trenton, NJ 08628		
Check Box(es) that Apply:	Promoter	☐ Beneficial Owner	Executive Officer	☐ Director	General and/or Managing Partner
Full Name (Last name first, if	individual)				
SVUS Direct Mail In	nvestors. LLC				

Business or Residence Address (Number and Street, City, State, Zip Code)

c/o Schroders (Bermuda) Limited, 22 Church Street, Hamilton, Bermuda HM 11, Bermuda

1. Has the issuer sold, or does the issuer intend to sell, to non-accredited investors in this offering?					В.	INFORMA	TION ABO	OUT OFFEI	RING		.	·	
3. Does the offering permit joint ownership of a single unit? 4. Enter the information requested for each person who has been or will be paid or given, directly or indirectly, any commission or similar remuneration for solicitation of purposes in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than they (8) persons to be listed are associated persons of such a broker or dealer, you may set forth the information for that broker or dealer only. Full Name (Last name first, if individual) N/A Business or Residence Address (Number and Street, City, State, Zip Code) Name of Associated Broker or Dealer States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Cheek "All States" or cheek individual States) [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NJ] [NM] [NY] [ND] [NA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NJ] [IX] [UT] [VT] [VA] [WA] [WV] [WI] [WY] [PR] Full Name (Last name first, if individual) Business or Residence Address (Number and Street, City, State, Zip Code) Name of Associated Broker or Dealer States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Cheek "All States" or cheek individual States) [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [IL] [IN] [IN] [IX] [WI] [IV] [VT] [VA] [WA] [WV] [WI] [WY] [PR] Full Name (Last name first, if individual) Business or Residence Address (Number and Street, City, State, Zip Code) Name of Associated Broker or Dealer States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Cheek "All States" or cheek individual States) [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [IM] [NN] [NN] [NN] [NN] [NN] [NN] [NN] [N	-												
3. Does the offering permit joint ownership of a single unit?	2. What is the minimum investment that will be accepted from any individual?										•••••	N/A	
commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the officing. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are associated persons or such a broker or dealer, you may set forth the information for that broker or dealer only. Full Name (Last name first, if individual) N/A Business or Residence Address (Number and Street, City, State, Zip Code) Name of Associated Broker or Dealer States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States) [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [IM] [NS] [NS] [NS] [ITI] [IX] [UT] [VT] [VA] [WA] [WV] [WI] [WY] [PR] Full Name (Last name first, if individual) Business or Residence Address (Number and Street, City, State, Zip Code) Name of Associated Broker or Dealer States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States) (Check "All States" or check individual States) [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NV] [NM] [NY] [NC] [ND] [OH] [OK] [OR] [PA] [PA] [PA] [PA] [PA] [PA] [PA] [PA	3. Does the offering permit joint ownership of a single unit?												
N/A	commission or similar remuneration for solicitation of purchasers in connection with sales of securities in the offering. If a person to be listed is an associated person or agent of a broker or dealer registered with the SEC and/or with a state or states, list the name of the broker or dealer. If more than five (5) persons to be listed are												
Name of Associated Broker or Dealer		•	ime first, if	individual	.)	-						_	
States in Which Person Listed Has Solicited or Intends to Solicit Purchasers Check "All States" or check individual States) All States [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NJ] [NM] [NY] [NC] [ND] [OH] [OK] [OR] [PA] [RI] [SC] [SD] [TN] [TX] [UT] [VT] [VA] [WA] [WV] [WI] [WY] [PR] Full Name (Last name first, if individual) Business or Residence Address (Number and Street, City, State, Zip Code) States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States) All States [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [II.] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NJ] [NM] [NY] [NC] [ND] [OH] [OK] [OR] [PA] Full Name (Last name first, if individual) Business or Residence Address (Number and Street, City, State, Zip Code) States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States) All States Check "All States" or check individual States) All States Check "All States" or check individual States) All States [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [II.] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [III.] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [III.] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [III.] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [III.] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [III.] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [III.] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [III.] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [III.] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [III.] [III.] [III.] [III.] [III.] [III.] [III.] [Busines	s or Reside	nce Addre	ss (Number	r and Street	t, City, Sta	te, Zip Coo	le)	- 10				
All States Check "All States" or check individual States AL]	Name of	f Associate	d Broker o	r Dealer									 -
III.													l States
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Name of Associated Broker or Dealer States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States)	Full Na	me (Last na	ame first, i	f individua	1)								
States in Which Person Listed Has Solicited or Intends to Solicit Purchasers (Check "All States" or check individual States)	Busines	s or Reside	ence Addre	ss (Numbe	r and Stree	t, City, Sta	te, Zip Coo	ie)		<u> </u>			
All States Al	Name o	f Associate	d Broker o	or Dealer						<u></u>		_	
IIL]	States in (Che	n Which Pe	erson Listed ates" or ch	l Has Solic	ited or Inte ual States)	ends to Sol	icit Purcha	sers				🔲 Al	l States
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(Check "All States" or check individual States) All States [AL] [AK] [AZ] [AR] [CA] [CO] [CT] [DE] [DC] [FL] [GA] [HI] [ID] [IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NE] [NV] [NH] [NJ] [NM] [NY] [NC] [ND] [OH] [OK] [OR] [PA]	Name o	f Associate	ed Broker o	or Dealer						ν,			
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[IL] [IN] [IA] [KS] [KY] [LA] [ME] [MD] [MA] [MI] [MN] [MS] [MO] [MT] [NV] [NV] [NM] [NY] [NC] [ND] [OH] [OK] [OR] [PA]	[AL]	[AK]	[AZ]	[AR]	[CA]	[CO]	[CT]	[DE]	[DC]	[FL]	[GA]	[HI]	[ID]
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	[MT] [RI]	[NE] [SC]	[NV] [SD]	[NH] [TN]	[NJ] [TX]	[NM] [UT]	[NY] [VT]	[NC] [VA]	[ND] [WA]	[OH] [WV]	[OK] [WI]	[OR] [WY]	[PA] [PR]

C. OFFERING PRICE, NUMBER OF INVESTORS, EXPENSES AND USE OF PROCEEDS 1. Enter the aggregate offering price of securities included in this offering and the total amount already sold. Enter "0" if answer is "none" or "zero." If the transaction is an exchange offering, check this box \(\square\) and indicate in the columns below the amounts of the securities offered for exchange and already exchanged Amount Already Aggregate Type of Security Offering Price Sold N/A Debt \$4,856,000 \$0 Equity Common □ Preferred Convertible Securities (including warrants) N/A Partnership Interests \$N/A \$N/A \$N/A Total..... \$4,856,000 \$0 Answer also in Appendix, Column 3, if filing under ULOE. 2. Enter the number of accredited and non-accredited investors who have purchased securities in this offering and the aggregate dollar amounts of their purchases. For offerings under Rule 504, indicate the number of persons who have purchased securities and the aggregate dollar amount of their purchases on the total lines. Enter "0" if answer is "none" or "zero." Aggregate Number Dollar Amount of Purchases Investors \$4,856,000 Accredited Investors \$0 Non-accredited Investors \$ Total (for filings under Rule 504 only) Answer also in Appendix, Column 4, if filing under ULOE. 3. If this filing is for an offering under Rule 504 or 505, enter the information requested for all securities sold by the issuer, to date, in offerings of the types indicated in the twelve (12) months prior to the first sale of securities in this offering. Classify securities by type listed in Part C – Question 1. Dollar Amount Type of Type of Offering Sold Security Rule 505 N/A \$N/A N/A \$N/A Regulation A.... \$N/A Rule 504 N/A N/A \$N/A Total 4. a. Furnish a statement of all expenses in connection with the issuance and distribution of the securities in this offering. Exclude amounts relating solely to organization expenses of the issuer. The information may be given as subject to future contingencies. If the amount of an expenditure is not known, furnish an estimate and check the box to the left of the estimate. Transfer Agent's Fees..... SN/A Printing and Engraving Costs..... \$N/A \$25,000 Legal Fees. Accounting Fees \$0 Engineering Fees \$N/A Sales Commission (specify finders' fees separately) Other Expenses (identify) _____ \$0 \$25,000 Total

* Reflects an estimate of fees directly related to the issuance of the securities.

. OFFERING PRICE	CE, NUMBER OF INVESTORS, EXPENSES AND USE	OF	PROCEEDS					
b. Enter the difference between the aggregate offering price given in response to Part C – Question 1 and total expenses furnished in response to Part C – Question 4.a. This difference is the "adjusted gross proceeds to the issuer."								
each of the purposes shown. If the am check the box to the left of the estimat	sted proceeds to the issuer used or proposed to be use ount for any purpose is not known, furnish an estima e. The total of the payments listed must equal the adj a response to Part C — Question 4.b above.	te an	.đ					
			Payments to Officers, Directors & Affiliates		Payments To Others			
Salaries and fees	······································	X	\$0	. 🏻	\$0			
Purchase of real estate		X	\$0	_ 🗆	\$0			
Purchase, rental or leasing and ins	tallation of machinery and equipment	X	\$0		30			
Construction or leasing of plant by	rildings and facilities	X	\$0	_ 🗆	<u>\$0</u>			
offering that may be used in excha	icluding the value of securities involved in this inge for the assets or securities of another issuer	X	\$54,831,000		\$0			
Repayment of indebtedness		×	0	□	\$0			
Working capital	1	X	\$0		\$0			
Other (specify): Investment of cap	ital invested by equity and subordinated debt		SO	. 🗆	<u>s[]</u>			
Column Totals		X	\$0		\$[]			
Total Payments Listed (column to	als added)		⊠ <u>\$4</u>	0,188,	00			
	D. FEDERAL SIGNATURE							
following signature constitutes an undertakt	signed by the undersigned duly authorized person. Ing by the issuer to furnish to the U.S. Securities and d by the issuer to any non-accredited investor pursua	Exc	hange Commissi	on, up	on written			
Issuer (Print or Type) Direct Mail Holdings, Inc.	Signature		Date 6/28	-/04	<u></u>			
Name of Signer (Print or Type)	Title of Signer (Print or Type)			-				
Mike Dolan	Secretary	_						

-ATTENTION-

Intentional misstatements or omissions of fact constitute federal criminal violations. (See 18 U.S.C. 1001.)

JUN. 28. 2004 6:12PM DIRECT GROUP	NO. 201	Р.
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	e. State signatu	RE		
Is any party described in 17 CFR 230.26 of such rule?	isqualification provisions	Yes	No	
	See Appendix, Column 5, for st	ate response.		
The undersigned issuer hereby undertake Form D (17 CFR 239,500) at such times		ator of any state in which this notice is	filed, a not	ice on
The undersigned issuer hereby undertak issuer to offerees.	es to furnish to the state administ	rators, upon Written request, informat	ion furnish	ed by the
 The undersigned issuer represents that the Limited Offering Exemption (ULOE) of of this exemption has the burden of estab 	the state in which this notice is fil	led and understands that the issuer clai		
The issuer has read this notification and knowndersigned duly authorized person.	ows the contents to be true and ha	as duly caused this notice to be signed	on its beh	alf by the
Issuer (Print or Type)	Signature	Date /	1	
Direct Mail Holdings, Inc.		- 6/28	104	
Name (Print or Type)	Title (Print or Type)			
Mike Dolan	Secretary			

Instruction:

Print the name and title of the signing representative under his signature for the state portion of this form. One copy of every notice on Form D must be manually signed. Any copies not manually signed must be photocopies of the manually signed copy or bear typed or printed signatures.

APPENDÍX

1	2	2	3			4		Disqual	ification
	Intend to non-ac investors (Part B-	s in State	Type of security and aggregate offering price offered in state (Part C-Item 1)		Type of investor and amount purchased in State (Part C-Item 2)				attach attion of granted)
State	Yes	No		Number of Accredited Investors	Amount	Number of Non-Accredited Investors	Amount	Yes	No
AL		⊠							
AK		☒							
AZ		⊠							
AR		☒							
CA		×							
СО		☒							
СТ		×							
DE		×							
DC		×							
FL		⊠							
GA		☒					_		
НІ		⊠							
ID		⊠							
IL		⊠	Preferred equity	1	690,000	0	0		Ø
IN		⊠							
IA		⊠							
KS		⋈							
KY		⊠							
LA		×							
ME		Ø							
MD		⊠	Preferred equity	1	70,000	0	0		⊠
MA		×							
MI		☒							
MN		Ø							
MS		⊠							

APPENDIX

1	2	2	3			4		5	;
		to sell ccredited s in State	Type of security and aggregate offering price offered in state (Part C-Item 1)		Type of investor and amount purchased in State (Part C-Item 2)				ification te ULOE attach ation of granted)
				Number of Accredited	"	Number of Non-Accredited			
State	Yes	No		Investors	Amount	Investors	Amount	Yes	No
МО		⊠							
MT		×							
NE		⊠					···		
NV		×							
NH		×							
NJ		×	Preferred equity	2	76,000	0	0		⊠
NM		☒							
NY		⋈							
NC		Ø							
ND		×							
ОН		⊠							
ок		⊠							
OR		\boxtimes							
PA		⊠	,						
RI		⊠							
SC		⊠							
SD		⊠							
TN		\boxtimes							
TX		⊠							
UT		⊠							
VT		\boxtimes							
VA		⊠				,			
WA		×							
WV		⋈							
WI		⊠							

APPENDIX

1	2	2	3		4									
													Disqual under Sta	
			Type of security											
	Intend	to sell	and aggregate											
	to non-a	ccredited	offering price		Type of investor and									
	investors	s in State	offered in state		amount purchased in State									
	(Part B	-Item 1)	(Part C-Item 1)		(Part C-Item 2)				(Part E-Item 1)					
				Number of		Number of								
				Accredited		Non-Accredited		ł						
State	Yes	No		Investors	Amount	Investors	Amount	Yes	No					
WY		⊠	_											
PR		⊠												